

Figure 1

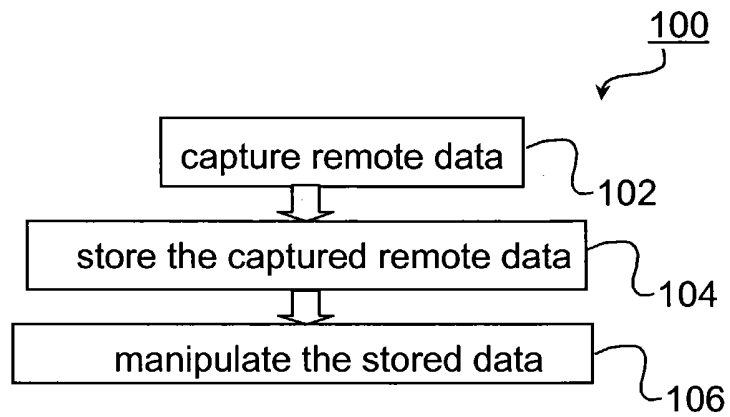


Figure 2

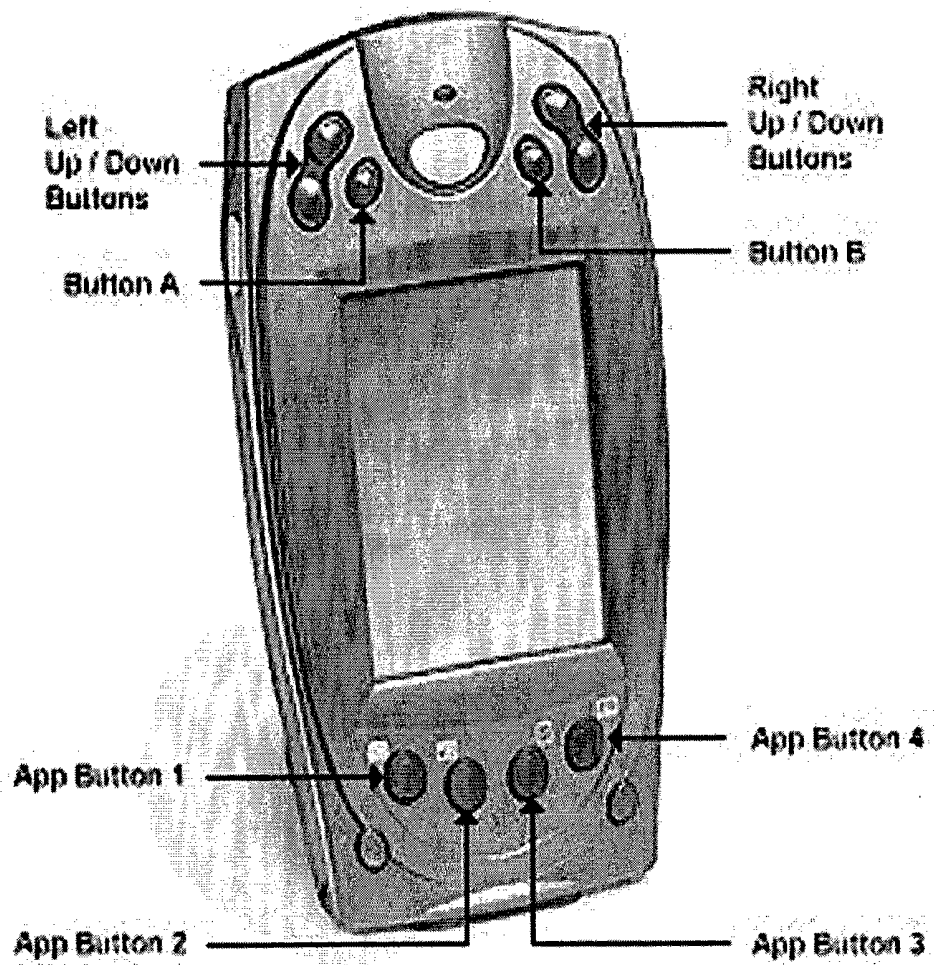


Figure 3

Patron Details	
License Number:	F000004
First Name:	JANET
Middle Name:	S
Last Name:	DOE
Date of Birth:	12/25/1975
Sex:	F
Address:	12 HUNTINGTON RD.
City:	TORONTO
Province:	ON
Postal Code:	M2V 1S3
Height:	6' - 1"
Weight:	
Hair Color:	
Eye Color:	
Email Address:	JD@HOTMAIL.COM
Expiry Date:	12/25/2003

Figure 4

Email Address									
1	2	3	4	5					
6	7	8	9	0					
A	B	C	D	E					
F	G	H	I	J					
K	L	M	N	O					
P	Q	R	S	T					
U	V	W	X	Y					
Z	-	@	.						
CLR	FN	LN	TD	TE					
JD@HOTMAIL.COM									

Figure 5

**AGREEMENT**

I am hereby permitting the owner of this establishment to contact me via email or regular mail. I also agree to receive age sensitive materials from Alcohol and Tobacco companies which are affiliated with this establishment.

*Handwritten signature*

Figure 6

Would you like to hear about future offers, events or promotions from Molson?

☒ Yes ☐ No

How many beers a week do you drink?

☒ None ☐ 1 - 6 ☐ 7 - 12

☐ 13 - 24 ☐ 25+

Current college / university (if any)?

University of Waterloo

What are your brand preferences?

Regular ☐ Canadian ☐

Secondary ☐ Export ☐

Occasional ☐ Corona ☐

Figure 7

From: "Turret Nelson" [mailto:help@turret.com]  
To: HARSCH, KARDEL WIL  
Cc:  
Subject: "Turret Nelson Daytona" VIP Party



Hey Harsch,

Cheap Date Daytona "V.I.P." Party e-invite  
Thursday Night, January 31st  
V.I.P. reception 9:00-10:00

The Skullux

No cover if you've received this email.  
\$5 cover for everyone else.

Be sure to bring your ID with you, scan it in when you arrive, and you are entered into the Daytona Trip give-a-way.

V.I.P. attendees will receive an exclusive contest opportunity to win a trip for 2 to Daytona FL. for reading week.

Don't forget to check out the Coors Light Campus Survival Contest, where we'll give away a Coors Light Mountain bike valued at \$1000.00

Molson Hospitality included.

Please RSVP using the appropriate link below.

Count me in!  
I'll pass

Cheers!



Figure 8

## Event Response Status

Cheap Date Daytona

### Response Summary

	Total	Male	Female
<b>Emailed:</b>	364	238 (65.4%)	126 (34.6%)
<b>Responded:</b>	122 (33.5%)	78 (63.9%)	44 (36.1%)
<b>Accepted:</b>	97 (79.5%)	64 (66.0%)	33 (34.0%)
<b>Declined:</b>	25 (20.5%)	14 (56.0%)	11 (44.0%)
<b>Attended:</b>	49 (13.5%)	35 (71.4%)	14 (28.6%)

Figure 9

Licence Info		Issue Date		User's Date	
Licence Number: 5291 5437 41 25		Issue Date: 12/17/1998		User's Date: 12/25/2000	
Name Info		Address Info		Visit Info	
First Name: MICHAEL		Address: 505-11 OVERSEA DR		First Visit: Fri Oct 13, 2000	
Middle Name: E		City: KITCHENER		Last Visit: Fri Oct 13, 2000	
Last Name: CHAMBERS		Province: ON		No. of Visits: 1	
Postal Code: N2M 5C3		Phone: 548-1641			
VIP Info		Other Info		Banner Info	
VIP: <input type="checkbox"/>		Date of Birth: 10/25/1974		Banner: <input type="checkbox"/>	
VIP Exp Date: 4/7/2000		Sex: Male		Banner Exp Date: 4/7/2000	
Reason: <input type="text"/>		Height: 178		Reason: <input type="text"/>	
		Weight: <input type="text"/>			
		Eye Color: <input type="text"/>			
		Hair Color: <input type="text"/>			
				<input type="button" value="OK"/> <input type="button" value="Cancel"/>	

## Figure 10

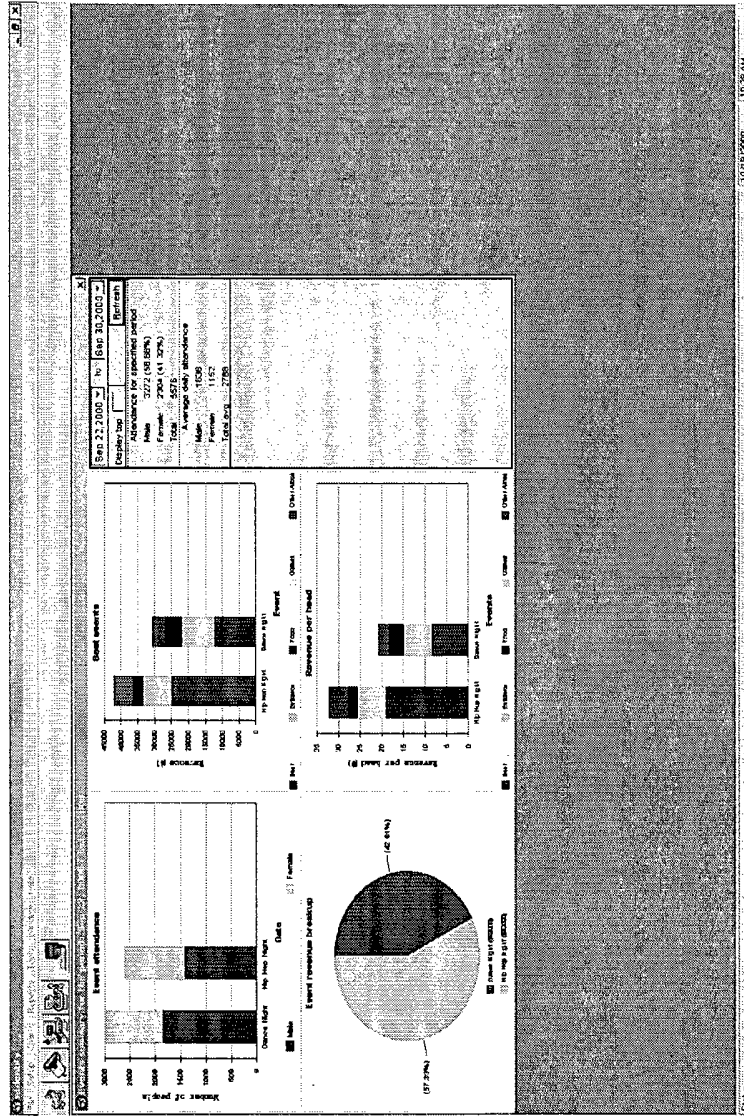


Figure 11

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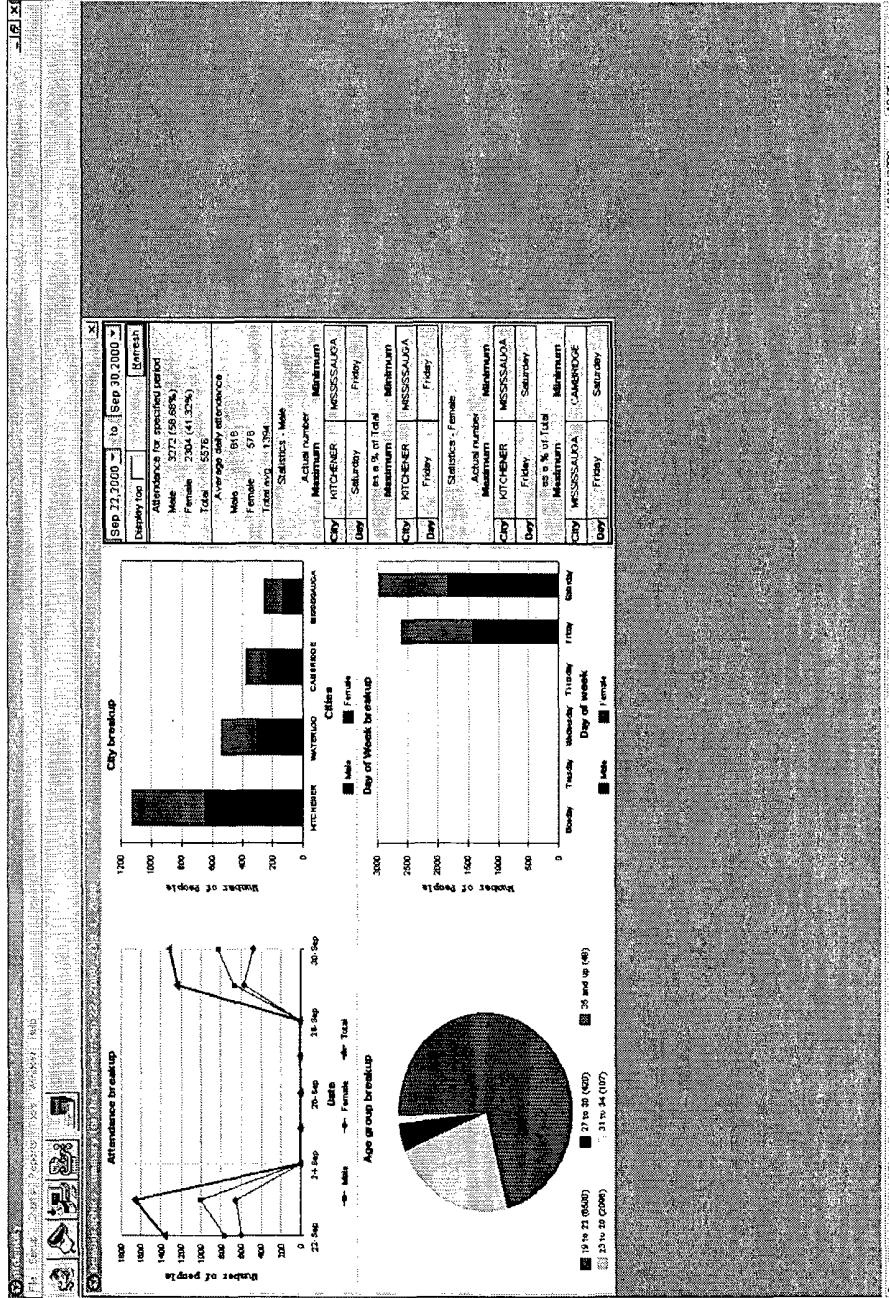


Figure 12

Licence Number									
1	2	3	4	5					
6	7	8	9	0					
A	B	C	D	E					
F	G	H	I	J					
K	L	M	N	O					
P	Q	R	S	T					
U	V	W	X	Y					
Z	.	.	CLR	BS					
J541367127600615									

Figure 14

General Info			
Province	<div>Manitoba</div>		
Sex	<div>Male</div>		
Date of Birth	<div>June 15 1976</div>		

Figure 13

Last Name						
A	B	C	D	E		
F	G	H	I	J		
K	L	M	N	O		
P	Q	R	S	T		
U	V	W	X	Y		
Z	.	.	CLR	BS		
ADAMS						
ATTKEN						
ALEXANDER						
ALLEN						
ALEXANDER						

Figure 16

First Name						
A	B	C	D	E		
F	G	H	I	J		
K	L	M	N	O		
P	Q	R	S	T		
U	V	W	X	Y		
Z	.	.	CLR	BS		
LISA						
LORI						
MARK						
MARGARET						
MARC						

Figure 15

Details Summary	
Licence No.	E4136712760615
First Name	MARC
Last Name	ALEXANDER
Sex	Male
DOB	Jun-15-1976
Province	Manitoba

Figure 17

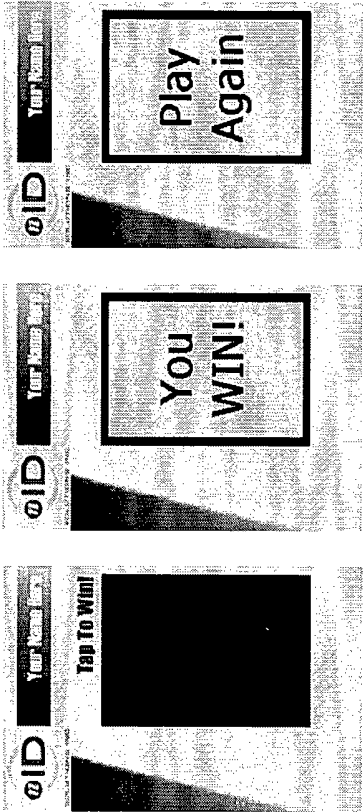


Figure 18

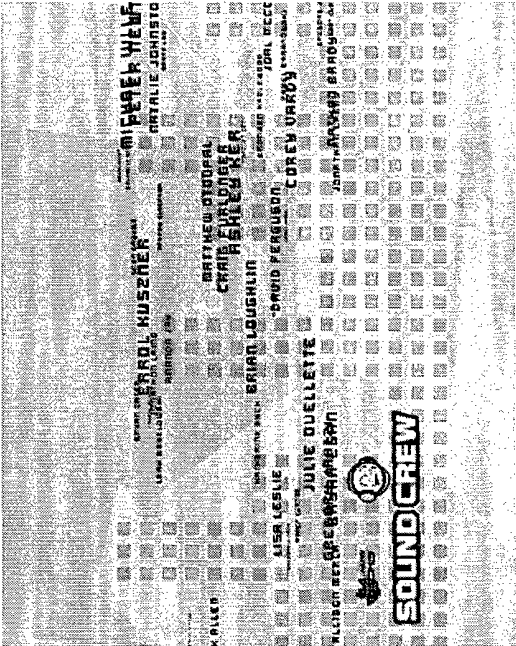


Figure 20

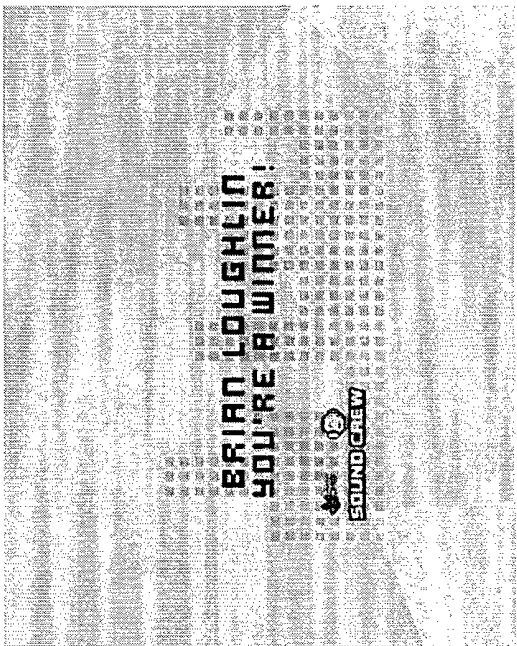


Figure 21

**Photo Info**

Do you wish to have your picture posted on our website?

☐ Yes ☒ No

☒ Previous File

☐ Next File

☐ File Number

IMG\_0001

IMG\_0002

IMG\_0001

— +




Figure 19

General Info		Licence Number		Address		City	
Province	Ontario	1	2	3	4	5	A
Sex	Male	6	7	8	9	0	B
Date of Birth	June 15 1976	A	B	C	D	E	C
		F	G	H	I	J	D
		K	L	M	N	O	E
		P	Q	R	S	T	F
		U	V	W	X	Y	G
		Z		SP	CLR	BS	H
		AS4136712760615				I SOLUTIONS DRIVE	
						WATERBOROUGH	
						WATERLOO	
						WATERLOO	


Postal Code		First Name		Last Name		Details Summary	
1	2	3	4	5	A	B	Licence No.
6	7	8	9	0	F	G	AS4136712760615
A	B	C	D	E	K	L	First Name
F	G	H	I	J	P	Q	MARC
K	L	M	N	O	U	V	Last Name
P	Q	R	S	T	Z		ALEXANDER
U	V	W	X	Y	ADAMS	AITKEN	Sex
Z		SP	CLR	BS	ALLEN	ALEXANDER	DOB
N2D4S5		LISA				None	
		LORI				307-15-1976	
		LORIAN				1 SOLUTIONS DRIVE	
		MARGARET				WATERLOO	
		MARC				Ontario	
						Postal Code	
						N2D4S5	

Figure 22






**Thanks for attending!**

You looked like you were  
having a great time,  
so we thought  
we would send you the  
picture you asked for!



Click the thumbnail to get the fullsize pic!





THANKS FOR BEING A MOLSON INSIDER

Must be Legal Drinking Age. No Purchase Necessary.

Figure 23

14/15

Before you get your picture,  
we'd like to know a bit more about you.  
When you're done you'll get a  
full sized version of your picture...

First Name

Last Name

Postal Code

Additional Consumer Demographic Information  
as defined by Molson Canada

Additional Survey Questions

Figure 24

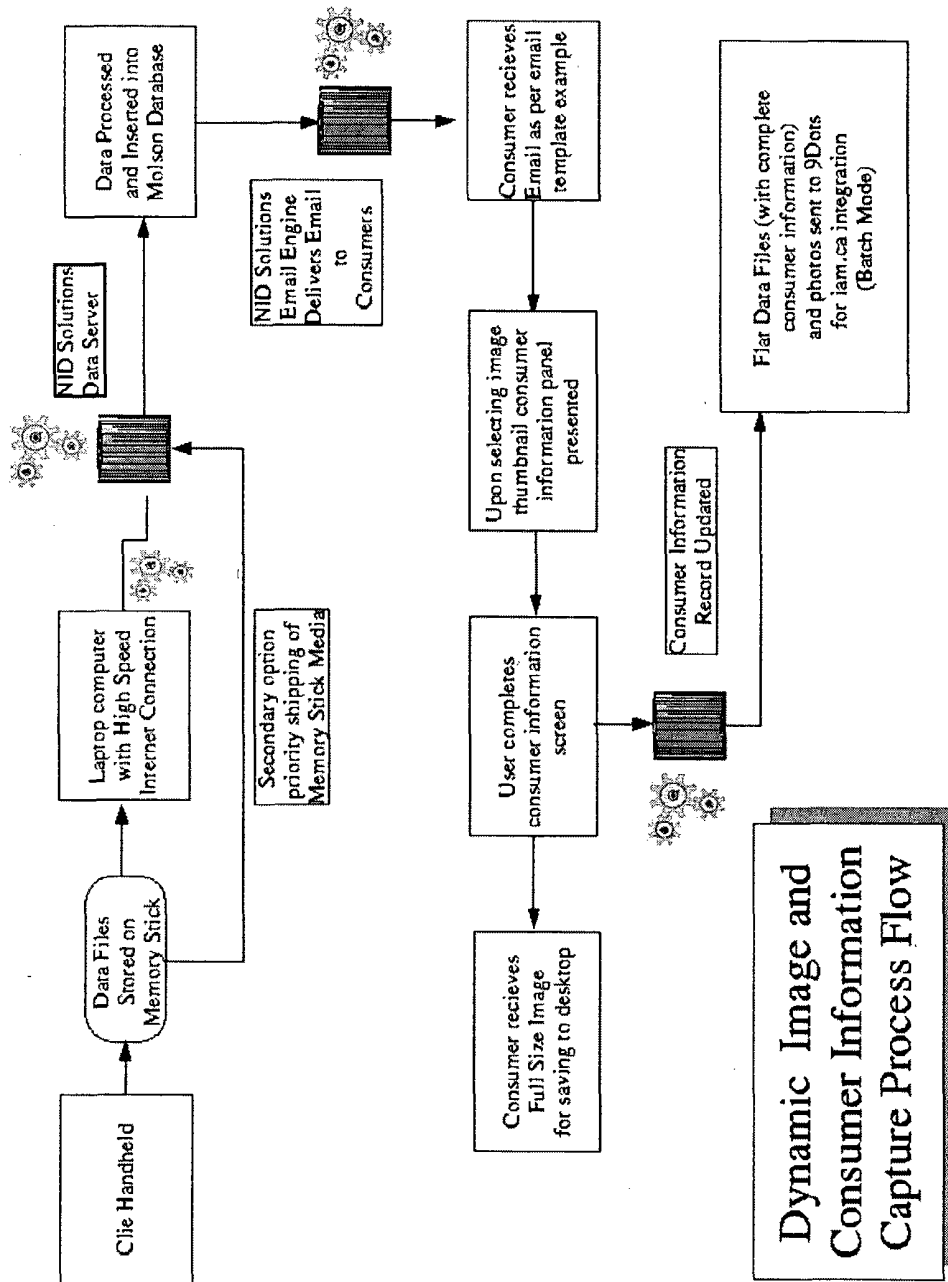


Figure 25